

Message Text

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PAGE 01 STOCKH 02952 181127Z

42

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 181050Z JUN 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 4935

UNCLAS STOCKHOLM 2952

FOR BIC/OIM/SAD/CE JOHNSON AND MOLLY CLEVELAND

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: IN-STORE PROMOTIONS FY 75 - NORDISKA
KOMPANIET (NK) RESULTS: PROPOSAL FOR FY 76.

REF: 1. USDOC 13200; 2. CONTRACT S-50-FA-377

1. IN REVIEW JUNE 16 RESULTS NK'S IN-STORE PROMOTION PROGRAM UNDER AUTHORITY SUBJECT CONTRACT PER REFTTEL, PER HAGERMAN, DIRECTOR MARKET PLANNING, INFORMED EMBASSY NK'S GROSS SALES IN EIGHT THEMES IN STORE'S DEPARTMENTS WITHIN PROGRAM WERE SKR. 2,725,000 AND OF THIS, NEW-TO-STORE MERCHANDISE NET FOB VALUE WAS 2,206,700 SKR. (US\$1.00 EQUALS SKR. 4.00) OR 81 PER CENT OF SALES. FIRM, ACCORDING TO HAGERMAN, SPENT APPROX EQUIVALENT \$135,000 IN SUBJECT PROMOTION NATION-WIDE. FULL REPORT AS REQUIRED BY CONTRACT AND ACCORDANCE STATE A-8350 (AS AMENDED) BEING FORWARDED DEPARTMENT UNDER EMBASSY'S A-156 DATED JUNE 19. FYI NK TOP MANAGEMENT EXTREMELY ENTHUSIASTIC CONCERNING RESULTS AND LONG-TERM PROSPECTS FOR FUTURE SALES.

2. HAGERMAN HAS ASKED THAT FIRM BE CONSIDERED FOR FOLLOW ON IN-STORE PROMOTION PROGRAM IN FY 76 DURING WEEK APRIL 5-11. TENTATIVE THEMESE: A. BEAUTY (COSMETICS AND RELATED ITEMS)? B. MEN'S SHIRTS AND ACCESSORIES; C. GOLF AND ACCESSORIES; D. LUGGAGE; E. TEXTILES: LINES, TOWELS, BEDDING (NOT FIXTURES), TRIMMINGS AND RELATED ITEMS. EMBASSY INFORMED HAGERMAN THAT PROPOSAL SHOULD BE SUBMITTED FOR CONSIDERATION
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BY DEPARTMENT WITH EMPHASIS ON IDENTIFICATION OF NEW-TO-STORE

MERCHANDISE AND NEW ITEMS OR NEW THEMES AS FIRM'S RESEARCH
CONFIRMS. ADDED CAVEAT THAT ANY FUTURE IN-STORE PROMOTIONS
CONTINGENT UPON AVAILABILITY OF FUNDS AND OTHER PRIORITIES
NOW UNDER CONSIDERATION BY DEPARTMENT AND THUS NO COMMITMENT
GIVEN TO NK BY EMBASSY. WE DID INFORM HAGERMAN THAT
DEPARTMENT WOULD BE ALERTED OF THIS REQUEST AND THAT, IN
ANY EVENT, A FIRM PROPOSAL MUST BE SUBMITTED FOR REVIEW
BY DEPARTMENT.

3. YOUR OBSERVATIONS AND COMMENTS WOULD BE APPRECIATED.
STRAUSZ-HUPE

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